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FOR IMMEDIATE RELEASE:

Redesigned Web site Transports Car Enthusiasts to the Next Level

SAN BERNARDINO, Calif. (May 26, 2009) – Celebrating the 20th anniversary of the Stater Bros. Route 66 Rendezvous® the San Bernardino Convention & Visitors Bureau, producers of the Rendezvous, have redesigned their Web site, www.ROUTE-66.org to engage car enthusiasts to post their photos, videos and comments from past years.

“The timing could not be better,” says Wayne Austin, president & CEO of the Bureau. “We want everyone to participate in commemorating the years of cruising the downtown streets of San Bernardino. Post your memories via photos and videos, or blog about one of your experiences while at the Rendezvous.” The Stater Bros. Route 66 Rendezvous, California’s largest cruisin’ classic car show, is to be held on the downtown streets of San Bernardino beginning September 17 – 20, 2009.

Another added feature is *Classic Classifieds* where owners of their classic cars of any make or model can connect with interested buyers. For a nominal fee, owners can place their “For Sale” vehicles on the Web site.

RedFusion, based out of Redlands, Calif. hosts the www.ROUTE-66.org Web site. The Route 66 Rendezvous Web site continues to be user friendly, supplying information for contests, vehicle registration, vendors, volunteers, media, entertainment, and Hall of Fame inductees, along with event maps, merchandising, photo galleries, schedule of events, sponsor lists, hotel accommodations and RV parking, and FAQ’s.

The San Bernardino Convention & Visitors Bureau (SBCVB) is a private, non-profit corporation providing destination sales and marketing services for the City of San Bernardino. As a sales and marketing organization, the main objective of the San Bernardino CVB is to promote and market the San Bernardino area as a tourism destination and meeting site.

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